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**FAX TRANSMISSION****DATE:** August 24, 2005**PTO IDENTIFIER:** Application Number 10/053,353-Conf. #5804  
Patent Number

Inventor: Afcyan et al.

**MESSAGE TO:** US Patent and Trademark Office**FAX NUMBER:** (571) 273-8300**FROM:** EDWARDS & ANGELL, LLP

Robert J. Testi

**PHONE:** (617) 517-5584**Attorney Dkt. #:** 62834 (52303)**PAGES (Including Cover Sheet):** 4**CONTENTS:**  Revocation of Power of Attorney with New Power of Attorney and Change of Correspondence Address (1 page)  
 Statement under 37 CFR 3.73(b) (1 page)  
 Certificate of Transmission (1 page)

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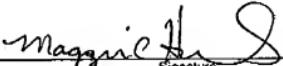
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Application No. (if known): 10/053,353

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<b>REVOCATION OF POWER OF ATTORNEY WITH NEW POWER OF ATTORNEY AND CHANGE OF CORRESPONDENCE ADDRESS</b>	Application Number	10/053,353
	Filing Date	November 9, 2001
	First Named Inventor	Noubar B. Afeyan
	Art Unit	2121
	Examiner Name	W. L. Starks
Attorney Docket Number	62834(52303)	

I hereby revoke all previous powers of attorney given in the above-identified application.

 A Power of Attorney is submitted herewith.

OR

 I hereby appoint the practitioners associated with the Customer Number: 21874 Please change the correspondence address for the above-identified application to: The address associated with Customer Number: 21874

OR

<input type="checkbox"/> Firm or Individual Name	EDWARDS & ANGELL, LLP		
	Robert J. Testi		
Address	P.O. Box 55874		
City	Boston		
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I am the:

 Applicant/Inventor. Assignee of record of the entire interest. See 37 CFR 3.71.  
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96)

SIGNATURE of Applicant or Assignee of Record

Signature			
Name	KAMAL M. MALEK, CTO		
Date	August 22, 2005	Telephone	781-464-4730
NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.			
<input type="checkbox"/>	*Total of <u>1</u> forms are submitted.		

PTO/SB/06 (09-04)

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Applicant/Patent Owner: Noubar B. Afeyan et al.

Application No./Patent No.: 10/053,353 Filed/Issue Date: November 9, 2001

Entitled: METHOD AND APPARATUS FOR DYNAMIC, REAL-TIME MARKET SEGMENTATION

Affinova, Inc. a Corporation  
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

- the assignee of the entire right, title, and interest; or
- an assignee of less than the entire right, title and interest.

The extent (by percentage) of its ownership interest is \_\_\_\_\_ %  
in the patent application/patent identified above by virtue of either:

- A.  An assignment from the Inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel 013550  
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- B.  A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

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The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

August 22, 2005

Date

Signature

881-464-4730

Kamal M. Maleki  
Printed or Typed Name

Telephone Number

Chief Technology Officer

Title